

2017 BOARD OF DIRECTORS

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Jim Sangiacomo
Trinity Properties

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Resident

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Bill Whitfield
Shorenstein Realty

Kyle Pickett
Urban Fabrick Inc.



central market community benefit district

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CENTRAL MARKET COMMUNITY BENEFIT DISTRICT ANNUAL REPORT 2017



"Venus" in Piazza Angelo

2007-2017

10th
ANNIVERSARY

10 YEARS OF SERVICE

2017 ACHIEVEMENTS

Business Attraction, Retention & Expansion



Quarterly Recaps



Safety Teams



2 Blocks of Art



Clean Team



Security Camera Program



Summer Nights Arts Series



10 YEARS OF SERVICE

Dear CMCBD Stakeholder,

For the past 10 years we have made Central Market a better place. Our services have helped property owners keep their frontages cleaner, safer and a positive contribution to a healthier, more vibrant and cohesive neighborhood.

CMCBD cleaning crews help maintain residential and commercial ground-floor facades, storefronts and sidewalks, (not required to be maintained by the City) benefiting owners, tenants, employees and visitors alike.

We work to attract, retain and stabilize small businesses and community serving organizations, and we continue to educate new residents, businesses and employees on best practices for success in the District.

We have also helped care for people in need. In addition to providing wayfinding for pedestrians, CMCBD Ambassadors also aid those in need of medical attention or social service support by providing referrals, escorts and calls for emergency services as needed.

What's more, since our second term began in 2014, we have exceeded our annual general benefit fundraising goal of 3.68% by raising an average of 16% per year, allowing us to provide even more cleaning, maintenance, safety and economic development services throughout the District.

Please continue to access CMCBD services via:

Dispatch Office

dispatch@central-market.org

415-543-5223

7am-7pm, 7 days per week

Email info@central-market.org to receive CMCBD Quarterly Recaps including: service statistics, District news and information.

Visit our website at central-market.org for program information and other District resources.

Sincerely,
CMCBD Board of Directors



CMCBD Board Members left to right: Bill Whitfield, Jim Sangiacomo, Philip Gerrie, Jane Weil, Kyle Pickett, Ralph Lee, David Harrison and Dipak Patel.

THE DISTRICT

Centrally located along mid-Market Street, the CMCBD's 98 acres include parts of Civic Center, SOMA, Tenderloin and Union Square neighborhoods. With over 900 existing parcels and several new residential and commercial real estate development projects underway, CMCBD is San Francisco's most dynamic property-based improvement district.

Home to two of downtown San Francisco's busiest transit stations—Powell Street and Civic Center—early morning commuters, late night theater-goers, residents and international tourists enjoy convenient access to the City's Municipal Railway (Muni) and Bay Area Rapid Transit (BART). The highly-trafficked area requires balancing the needs of the District with a specialized approach, and great attention to detail.

CMCBD services were key in 2017. Sidewalks and storefronts continued to endure the impacts of real estate development sites (active and not) and requests for pedestrian safety and social service interventions rose dramatically. In addition to dispatching crews 7am to 7pm 7 days a week, CMCBD continued to ensure the City fulfilled its contractual obligation to maintain baseline cleaning, maintenance and public safety services.

Economic Development efforts included the attraction and retention of businesses and non-profit organizations, and marketing and promotional activities that illuminated the District's robust amenities. The following pages contain the year's programming highlights, initiatives and outcomes.

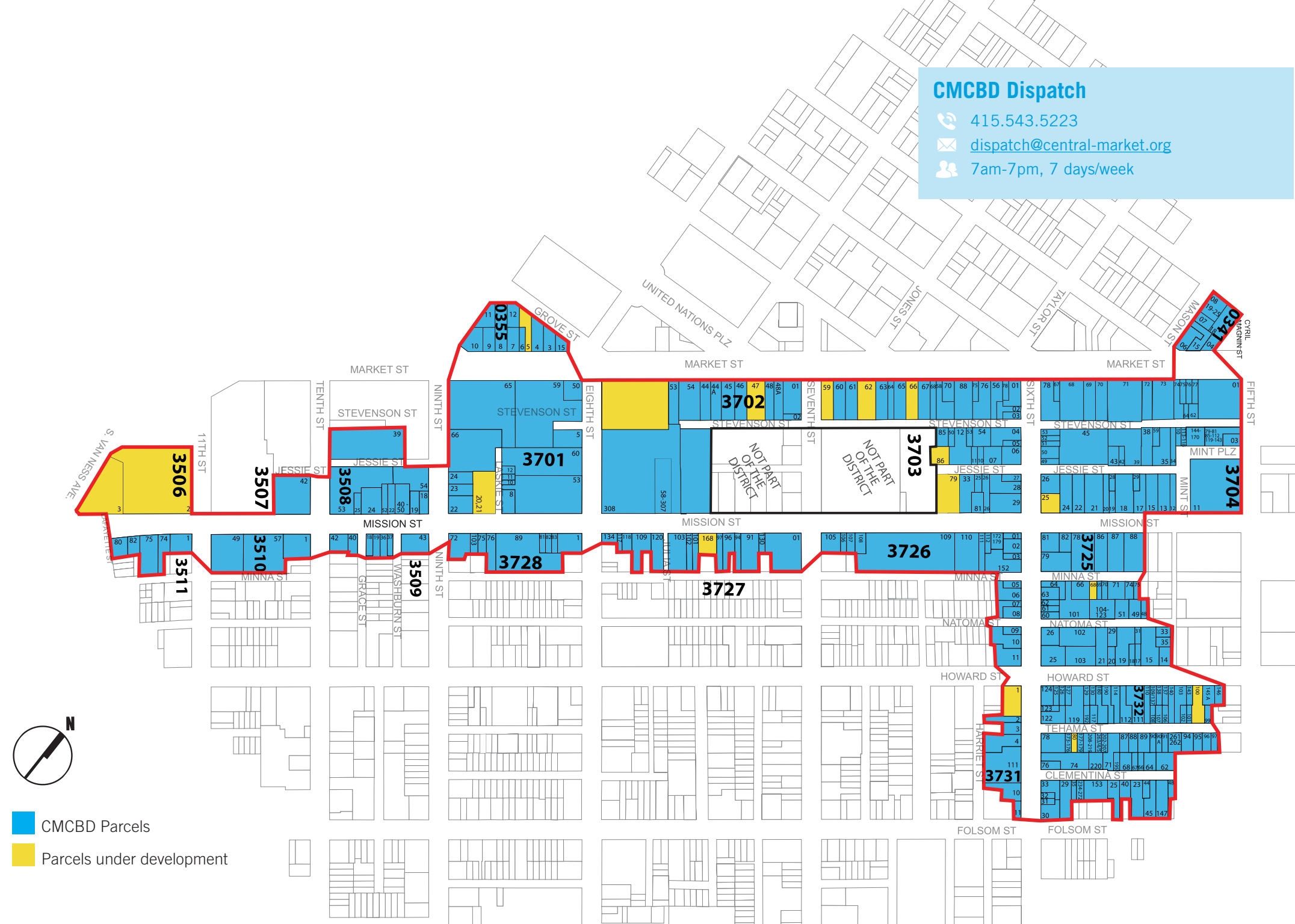
Please visit CMCBD's website for more current and in depth information at central-market.org.

CMCBD Dispatch

☎ 415.543.5223

✉ dispatch@central-market.org

👤 7am-7pm, 7 days/week



CLEANING, MAINTENANCE & PUBLIC SAFETY

Clean Team

While Public Works is responsible for street maintenance and street trees, property owners are responsible for sidewalk maintenance. CM CBD Clean Teams maintain sidewalks and public plazas, handling issues such as litter, graffiti and spills. For more information on property owners' sidewalk maintenance responsibilities please visit: sfbetterstreets.org/learn-the-process/maintenance

Community Ambassadors

Ambassadors provide hospitality and wayfinding support for pedestrians. They also serve as eyes and ears on the street, proactively deterring crime and addressing anti-social behavior. CM CBD's Community Ambassadors are also trained social service outreach workers, able to assist people in need of housing or treatment facilities.

10B Officer Program

CM CBD provides 10B Officers through the San Francisco Police Department (SFPD). 10B Officers address crime and safety issues with the authority to make arrests and the ability to request additional police presence when necessary.

Safety Teams

CM CBD's Safety Teams include an SFPD Officer and a CM CBD Ambassador. They proactively walk the District offering directions and information, deterring crime and addressing health and safety concerns. They consistently work to meet and get to know people in the community, building trust and strengthening communication. Merchants, residents and visitors greatly appreciate the Safety Teams and feel safer when they are working. The co-responder model helps to ensure the appropriate response to varying situations. Teams are also in direct communication with SFPD dispatch should additional support be required from the Police Department or other City agencies.

Mid-Market Business Association Funded Safety Team

In 2017, the Mid-Market Business Association partnered with CM CBD to deploy a special summer Safety Team three times a week for the months of July, August and September along Market Street and adjacent Tenderloin and SOMA blocks. The program specifically targeted the troubled first blocks of Turk and Golden Gate, as well as Stevenson Street from 5th to 7th. The Safety Team frequently stopped to meet and greet local businesses, provide directions to visitors and address quality of life issues.





WeWork Civic Center

ECONOMIC DEVELOPMENT

Business Attraction, Retention & Expansion

CMCBD works to ensure the District is home to a diverse and vibrant mix of distinctive retail establishments. A list of ground-floor retail spaces for lease throughout the District is available on CMCBD's website. CMCBD also helps vet and connect prospective tenants with landlords, conducts tours of the neighborhood and arranges showings. Staff also provide linkages to leasing assistance, access to capital and City-sponsored economic development incentives, permitting, construction and staffing resources.

New business additions in and around the District in 2017 included:

- Dosa Allee
- DOUGH & CO
- FedEx
- Kagawa-Ya Udon Noodle Co.
- Mai Adachi
- Mateo's Taqueria
- Peet's Coffee
- Pentacle Coffee
- Saint Frank Coffee
- Street Taco
- The Melt

For a list of District ground floor retail vacancies visit: central-market.org/resources/retail-space-available

2 Blocks of Art

On October 13th, 2 Blocks of Art returned to 6th Street for the seventh year. Organized by CMCBD, the event featured more than 100 artists showcasing work in storefronts, galleries, restaurants, hotels and small businesses along 6th Street from Market to Howard.

Each year the event brings thousands of people to the District to support small businesses and the artists they host. 2017's event also featured a large-scale, illuminated video art projection titled—*6th Street Superheroes*—on the back of 16-story high 995 Market Street. Thanks to District members Bridgeton Holdings and Episcopal Community Services who granted permission for the use of their respective properties; the installation served as an art-themed Bat-Signal, highlighting the artists, the local businesses, the community-based organizations and the extraordinary people who make Central Market a vibrant destination for art and more.

You can read more about the event on 2BlocksofArt.org and view photos on the [2 Blocks of Art Flickr page](#).

Sixth Street's very own VehicleSF and Chris Koehler designed 2017's branded promotional materials instrumental in promoting the event and helping CMCBD to raise over \$60,000 in grants and donations.

2017 sponsors included:

- Blick Art Materials
- Kilroy
- MJM Management Group
- Mikkell Svane
- SOMA Community Stalization Fund
- Shivshakti Foundation
- Streetplus
- Studio O+A
- Urban Solutions

Special thanks to this year's consultant team: Melanie Barter, Rey Cayatano, Jr., Dennis Crowe, Ben Davis, Matt Koehler, Laura Kudritzki, Allan Manalo, Drew McGaraghan, Sara McGhie, Heather Snider, Allison Snopek and Khan Wong.



1AM Gallery



Pentacle Coffee



The Melt



7TH ANNUAL ART WALK + BLOCK PARTY!
FRIDAY, SEPT. 15 2017 // 5-9PM

2017 GOLDEN BRICK AWARD

Trinity Plaza was awarded the 2017 CMCBD Golden Brick Award for Piazza Angelo: the District's newest privately-owned public space at the corner of 8th and Market. The art-filled plaza built by Trinity's owner, the Sangiacomo family, is "a landscape of surprises," according to artist Lawrence Argent. Argent designed the 92-foot-high sculpture "Venus," which stands just ten feet shy of the Statue of Liberty, and is San Francisco's tallest piece of public art; it serves as the Piazza's focal point.

"Venus" is surrounded by numerous other artworks in marble and glass. Lush landscaping and retail spaces crowned by residential towers cradle the urban oasis on all sides. Perimeter retail spaces offer new goods, services and jobs in the community; and foot traffic in the area has increased significantly from locals and visitors coming to see the Piazza's amenities, art and architectural achievements. This year's award was presented by Jill Manton from the San Francisco Arts Commission to Yvonne Sangiacomo representing Trinity Properties.



Piazza Angelo Grand Opening Celebration



CMCBD Board member Jane Weil with Yvonne Sangiacomo and CMCBD Executive Director Tracy Everwine



Piazza Angelo



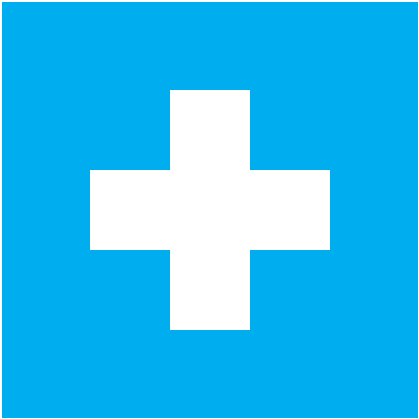
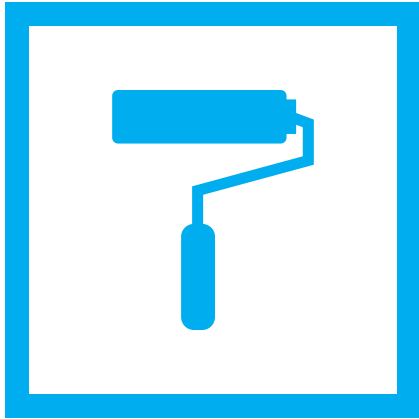
6,280
Graffiti Tags
Removed



1,198
Social Service
Interventions



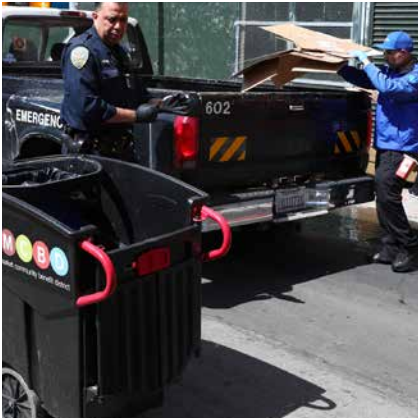
6,622
Camping &
Trespassing
Interventions



1,559
Directions &
Referrals



30,000
Linear Feet
of Sidewalk
Pressure Washed
Quarterly



1,320
Human / Animal
Waste
Clean-Ups

FINANCIALS

Assessment Methodology

The method of apportioning benefit to parcels within the District reflects the proportional special benefit assigned to each property from the District services, activities and improvements based upon the various property characteristics for each parcel. Each parcel's linear street frontage, lot square footage, building square footage, and land use have been used as the primary assessment variables for the benefit point calculation and assignment of parcel factors. Details of the annual assessment calculation are in the District Management Plan at central-market.org.

MARKETING & PROMOTION

Quarterly Recaps

CMCBD produced Quarterly Recaps highlighting service statistics, information, news, events and achievements in and around the District. These comprehensive recaps are sent via email to stakeholders and are available online at central-market.org/resources/recaps. Visit this portion of the site to also see what properties were featured in the 2017 "District Beauty" section. To submit a photo for recognition in future District Beauty sections of the Recaps please send it via email with a title to: info@central-market.org.

2017 CMCBD Budget & Balance Sheet

INCOME:	BUDGET	ACTUAL
Assessments	\$1,406,339	\$1,448,739
Non-Assessment Income: Fundraising/ In-kind	\$176,250	\$514,281
Interest Income	\$100	\$189
Total Income	\$1,582,689	\$1,963,210

EXPENSE:	BUDGET	ACTUAL
Cleaning and Maintenance	\$403,737	\$363,290
Public Safety	\$502,454	\$473,590
Management and Economic Development	\$405,074	\$411,281
Non-Assessment Expense: Fundraising/ In-kind	\$176,350	\$465,399
Total Expense	\$1,487,616	\$1,713,562

ASSETS:		
Cash and Cash Equivalents		\$861,181
Accounts Receivable		\$216,180
Security Deposits		\$2,190
Total Assets		\$1,079,552

LIABILITIES:		
Accounts Payable		\$297,018
Accrued Expenses		\$30,274
Total Liabilities		\$327,292

NET ASSETS:		
Unrestricted		\$752,259
Total Liabilities & Net Assets		\$1,079,552

CARRY OVER:		
Contingency & Reserve		\$501,462
Net Assets		\$250,797
Total Carry Over		\$752,259



BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

SA 66 - Central Market		2017								
Service Category/Budget Line	Management Plan Budget	Management Plan Budget	Amt. from Gen. Benefit (if applicable)	% of Budget	FY 2017 Budget	General Benefit Dollars	FY 2017 Assessment Budget	% of Budget	Variance	Source
SA 66 - Central Market CBD - Public Safety		\$ 431,382.73		35.20%	\$ 502,454.27			35.73%	0.53%	
SA 66 - Central Market CBD - Cleaning and Maintenance		\$ 352,000.00		28.72%	\$ 403,737.88			28.71%	-0.02%	
SA 66 - Central Market CBD - Management and Economic Development		\$ 300,885.66		24.55%	\$ 405,074.08			28.80%	4.25%	
SA 66 - Central Market CBD - Contingency and Reserve		\$ 141,165.24		11.52%	\$ 95,073.53			6.76%	-4.76%	
					\$ -					
					\$ -					
TOTAL	\$ -	\$ 1,225,433.63		100.00%	\$ 1,406,339.76	\$ -	\$ -	100.00%		

BENCHMARK 2: General Benefit Requirement

3.68%

Revenue Sources	FY 2017 Actuals	% of actuals	Source
Assessment Revenue	\$ 1,448,739.76		
Total Assessment (Special Benefit) Revenue	\$ 1,448,739.76	78.47%	
Contributions and Sponsorships			
Grants			
Donations			
Interest Earned			
Earned Revenue			
Other			
Total Non-Assessment (General Benefit) Revenue	\$ 397,605.00	21.53%	
Total	\$ 1,846,344.76	100.00%	

BENCHMARK 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

SA 66 - Central Market		FY 2017											
Service Category/Budget Line	FY 2017 Budget	Amount from Assessment	Amt. from Gen. Benefit (if applicable)	% of Budget (Assessment)	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)	Source
SA 66 - Central Market CBD - Public Safety	\$ 502,454.27	\$ 502,454.27	\$ -	35.73%	31.75%	\$ 473,590.44	\$ 473,590.44	\$ -	34.92%	26.00%	-0.81%	-5.75%	
SA 66 - Central Market CBD - Cleaning and Maintenance	\$ 403,737.88	\$ 403,737.88	\$ -	28.71%	25.51%	\$ 363,290.50	\$ 363,290.50	\$ -	26.79%	19.94%	-1.92%	-5.57%	
SA 66 - Central Market CBD - Management and Economic Development	\$ 405,074.08	\$ 405,074.08	\$ -	28.80%	25.59%	\$ 411,281.81	\$ 411,281.81	\$ -	30.33%	22.58%	1.52%	-3.02%	
SA 66 - Central Market CBD - Contingency and Reserve	\$ 95,073.53	\$ 95,073.53	\$ -	6.76%	6.01%	\$ 108,036.94	\$ 108,036.94	\$ -	7.97%	5.93%	1.21%	-0.08%	
General Benefit	\$ 176,350.00	\$ -	\$ 176,350.00	0.00%	11.14%	\$ 465,399.69	\$ -	\$ 465,399.69	0.00%	25.55%	0.00%	14.41%	
	\$ -	\$ -	\$ -			\$ -	\$ -	\$ -					
	\$ -	\$ -	\$ -			\$ -	\$ -	\$ -					
TOTAL	\$ 1,582,689.76	\$ 1,406,339.76	\$ 176,350.00	100.00%	100.00%	\$ 1,821,599.38	\$ 1,356,199.69	\$ 465,399.69	100.00%	100.00%			

BENCHMARK 4: Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

FY 2017-18 Carryover Disbursement	\$ -	Source	Spenddown Timeline
Assessment	\$ (49,803.17)		
General Benefit (Non-Assessment)	\$ 49,070.83		
	\$ -		
	\$ -		
General Project Total	\$ (732.34)		
Special Assessment Project			
SA 66 - Central Market CBD - Public Safety	\$ 142,343.24		
SA 66 - Central Market CBD - Cleaning and Maintenance	\$ -		
SA 66 - Central Market CBD - Management and Economic	\$ -		
SA 66 - Central Market CBD - Contingency and Reserve	\$ 108,036.94		
0	\$ -		
	\$ -		
	\$ -		
Special Project Total	\$ 250,380.18		
Total Designated Amount for FY 2018-19	\$ 249,647.84		